

August \_\_, 2015

Dear \_\_\_\_\_:

We appreciate your business and value you as a customer. We are writing to inform you that last week Milk Nursingwear discovered that there was an attempt by a person outside of our company to access credit card orders placed on our website between July 13 – August 6, 2015. While there is no evidence that they were successful in accessing and / or extracting information, out of an abundance of caution, we are writing to notify you of this attempt. The information that could have potentially been taken was credit card details, as well as your name, address and email address.

We deeply regret that this incident occurred. As soon as this incident was exposed we promptly took steps to ensure that no further information was at risk. Our programmers, working with our service provider, examined the website, did thorough testing, and took corrective measures. We have been assured by our shopping cart service provider that the identified vulnerability has been fixed. We are continuing to monitor the website.

We are not aware of any instances where our customers' credit card information was misused, however as a precautionary measure we suggest that you monitor your credit card account statements and alert your credit card company if you see any unrecognized charges, or changes to your account information. Under established practice, your credit card issuing company generally will not hold you liable for any fraudulent purchases made using your credit card account number if they are reported to your issuer in a timely fashion. You also should consider monitoring your credit reports and your other accounts for signs of unauthorized activity and notify your financial institutions of any unauthorized transactions, accounts, changes of address, or other unauthorized activity as soon as possible.

We take this matter very seriously, and we sincerely apologize for any inconvenience this situation may cause you. If you have any questions about this letter, please do not hesitate to contact me at XXXX or toll-free at XXXX.

Sincerely,

Elisa Minsk Hartstein  
President and Founder  
Milk Nursingwear  
1801 Peachtree Street, Suite 300  
Atlanta, GA 30309